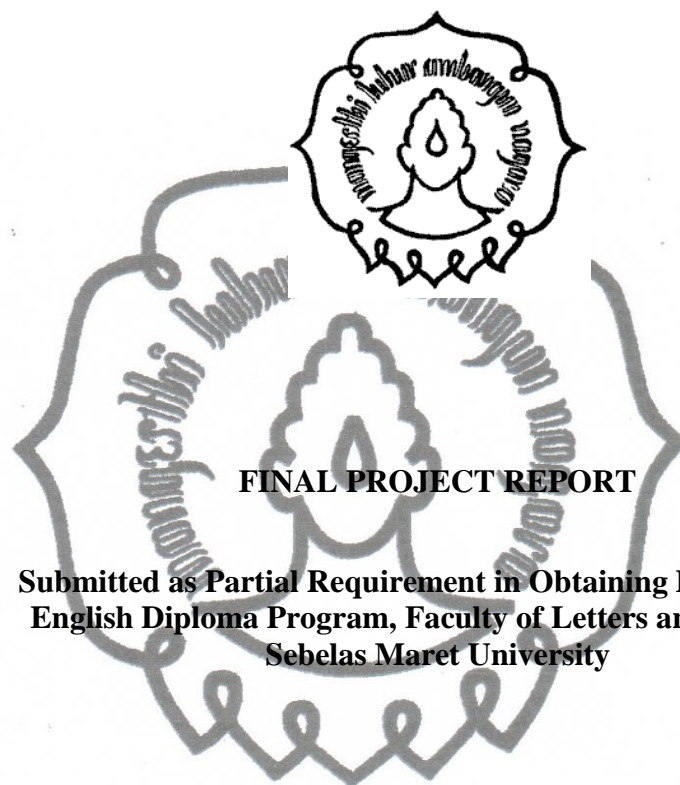


# **THE PROMOTION STRATEGIES OF DISPARBUD KARANGANYAR TO INCREASE THE NUMBER OF TOURIST VISITS**



## **FINAL PROJECT REPORT**

**Submitted as Partial Requirement in Obtaining Degree in the  
English Diploma Program, Faculty of Letters and Fine Arts  
Sebelas Maret University**

**By:  
Andri Agustina  
C9310007**

**ENGLISH DIPLOMA PROGRAM  
FACULTY OF LETTERS AND FINE ARTS  
SEBELAS MARET UNIVERSITY  
SURAKARTA  
2013**

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## **APPROVAL OF CONSULTANT**

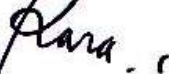
**Approved to be examined before the Board of Examiners,  
English Diploma Program, Faculty of Letters and Fine Arts  
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**Title : THE PROMOTION STRATEGIES OF DISPARBUD  
KARANGANYAR TO INCREASE THE NUMBER OF TOURIST  
VISITS**

**Name : Andri Agustina**

**NIM : C9310007**

**Supervisor,**



**Dra. Rara Sugiarti M. Tourism**

**NIP/196305301990032001**

**APPROVAL OF THE BOARD EXAMINERS**

Report Title : **THE PROMOTION STRATEGIES OF DISPARBUD  
KARANGANYAR TO INCREASE THE NUMBER OF  
TOURIST VISITS**

Student's name : Andri Agustina

NIM : C9310007

Examination Date : 4 July 2013

**Accepted and Approved by the Board Examiners,  
English Diploma Program, Faculty of Letters and Fine Arts  
Sebelas Maret University**

**The Board of Examiners:**

1. **Dra. Endang Sri Astuti, M.S.**  
Chairperson (.....)  
NIP 195208141981032001
2. **Justine Niken Afda S.S. M.A.**  
Secretary (.....)  
NIP
3. **Dra. Rara Sugiarti M.Tourism**  
Main Examiner (.....)  
NIP 196305301990032001

**Faculty of Letters and Fine Arts,  
Sebelas Maret University**

**Dean,**



**Drs. Riyadi Santosa, M.Ed, Ph.D**  
NIP 196002281986011001

## MOTTOES

**Man jadda wa jadda**

**Do excellent and you will get excellent**

**Bermimpilah karena Tuhan akan memeluk mimpimu  
(Andrea Hirata)**



*commit to user*

## DEDICATION



I dedicate this final project report to:

- My Almighty God, Allah SWT
- My beloved parents
- All lecturers
- My big family
- My dearest Raka
- All people who love me and always support me

*commit to user*

## PREFACE

Assalamualaikum Wr. Wb.

Alhamdulillahirrabil'alamin. First of all, the writer would say thanks to Allah SWT for the blessing, so the writer could finish the final project report entitled "The Promotion Strategies of DISPARBUD Karanganyar to Increase the Number of Tourist Visits". This final project report was written to fulfill the requirement in obtaining the English Diploma Degree.

The final project report describes the promotion strategies done by DISPARBUD Karanganyar to increase the number of tourist visits. Besides, this final project report informs readers about the problem faced by DISPARBUD Karanganyar in promoting Karanganyar tourist attractions and also the solutions to overcome the problems.

The writers realized that this final project report is far from being perfect. Therefore, the writer would appreciate and be willing to accept positive advices and criticism.

Hopefully, this final project report will give benefits for all readers.

Wassalamualaikum Wr. Wb

Surakarta, June 2013

Andri Agustina

*commit to user*



## ACKNOWLEDGEMENT

Alhamdulillah. Finally, I have finished this final project report. I would like to express the highest gratitude to my Almighty God for everything given to me. However, I would not able to finish it without any support from others. Therefore, I would like to express my sincere thanks to:

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Surakarta, June 2013

Andri Agustina



## ABSTRACT

**Andri Agustina, 2013. The Promotion Strategies of DISBUDPAR Karanganyar to Increase the Number of Tourist Visits. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.**

This final project report was written based on the job training in Dinas Pariwisata dan Kebudayaan (DISPARBUD) Karanganyar. The objectives were to describe the promotion strategies of DISPARBUD Karanganyar, to investigate the problems, and find the solutions of the problems. The data of this report are taken from the books and information which are obtained during the job training.

During the job training, it was found that DISPARBUD Karanganyar did some promotion strategies in order to increase the number of tourist visits. The promotion strategies of DISPARBUD Karanganyar are through the advertising and public relations activities. Advertising systems are the printed media and electronic media. While, public relations activities are the media relations, events, and tourism cooperation.

There are some problems encountered by DISPARBUD Karanganyar. The problems are problem related budget, bureaucracy, and human resources. It also provided the solutions to overcome the problems. The solution for the problem related budget are giving understanding to the treasury section of government institution about the rapid progress of tourism and also cooperating with related companies. The solution for problem related bureaucracy are by establishing the good communication with the administration section of government institution and giving reports of responsibility for the implementation of promotional events. While, the solutions of the problem related to the human resources are by holding socialization and training for the society.

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